

The top of the page features a white rounded rectangle containing the Philips logo in blue. Below it, a dark blue horizontal bar contains the text 'Ambient Experience' in white. The background of the top half is a photograph of a woman with curly hair, wearing a light orange V-neck shirt, looking towards the right. In the background, there is a blurred image of a medical professional in a white coat and a patient lying on a table, possibly in an MRI scanner, with a blue light reflecting off a surface.

**PHILIPS**

Ambient Experience

# Focusing more on the patient impacts efficiency and productivity in MR\*

Healthcare decision makers are increasingly focused on factors that affect patient and staff satisfaction, comfort and convenience when planning facilities. Opportunities to create a warm and welcoming environment for patients, families and healthcare professionals provide an important way to improve care, efficiency and productivity.

Ambient Experience is an approach to clinical environment design that aims to help facilities reduce patient stress, increase staff satisfaction and improve workflow. It incorporates architecture, design and technology (dynamic lighting, wall projection, ceiling displays and sound), to create environments that are less intimidating.

## Key benefits

- Improved patient experience (reduced stress, breath hold guidance, scan duration)
- Improved staff experience (better patient compliance, reduced re-scans)
- Improved patient and staff satisfaction
- Lower cost of care (reduction in re-scans and sedation)
- Differentiates the hospital

### Improved patient experience

MR examinations often require the patient to remain still, which may be especially difficult for adults and young children who are frightened. Stressed patients can have difficulty cooperating and following directions which can, in turn, affect the quality of images and workflow, and even result in cancelled procedures or necessary retakes.

### A relaxing and reassuring MR experience

Our holistic approach to Ambient Experience for MR reduces patient stress by providing patients with an immersive, multisensory experience. Upon entering the imaging room, the patient selects one of the many themes, allowing them to personalize the room with dynamic lighting, projection and sounds. This gives the patient a sense of control of the procedure, which provides positive distraction and reduces stress.



### Empowering the patient

The Ambient Experience in-bore Connect is specifically designed to further enhance patient cooperation, efficiency and productivity. From the moment a patient is moved into the scanner (the point at which people report the most anxiety), through completion of the scan, this Philips solution can help patients to relax, follow directions and minimize motion.

An immersive video experience distracts and entertains patients while lying in the bore. Comfortable headphones allow patients to receive **breath instructions** and a **personalized progress bar** indicates duration to enhance compliance.



“Since installing the patient in-bore solution, we have documented a significant drop in anxiety among our patients and increased satisfaction in both patients and staff. The Philips patient in-bore video solution supports our vision to deliver the highest possible level of quality in imaging, care and service – supporting the needs of our patients.”

Michel Nemery, Chief Physician, Department of Radiology  
Herlev Gentofte University, Denmark Department, Lahey Hospital &  
Medical Center, Burlington, MA, US

### Study at Lillebaelt Hospital Kolding

In a recent prospective study\*, Lillebaelt Hospital Kolding (DK) evaluated a multi-faceted children-centered care (CCC) concept for MRI in children aged 4-6 without general anesthesia, compared to a standard set-up. The CCC included an interactive app, a trained pediatric team, the KittenScanner and a full Ambient Experience with in-bore Connect solution.

#### Results:

- Reduced general anesthesia from 57% to 5%
- Maintained image quality
- Payback in two years (based on 250 patients per year)

\* Elsevier's European Journal of Radiology volume 107, Children centered care study

\* Results from case studies are not predictive of results in other cases.

\* Results in other cases may vary



#### How to reach us

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